SERVING THE TOTAL FOODSERVICE INDUSTRY

RESTAURANTS & INSTITUTIONS

A CAHNERS PUBLICATION

R&I Seafood Sampler

CHEFS' FAVORITE FISH DISHES

NEW MENU OPTIONS FOR SHRIMP

LATEST CONSUMER TRENDS

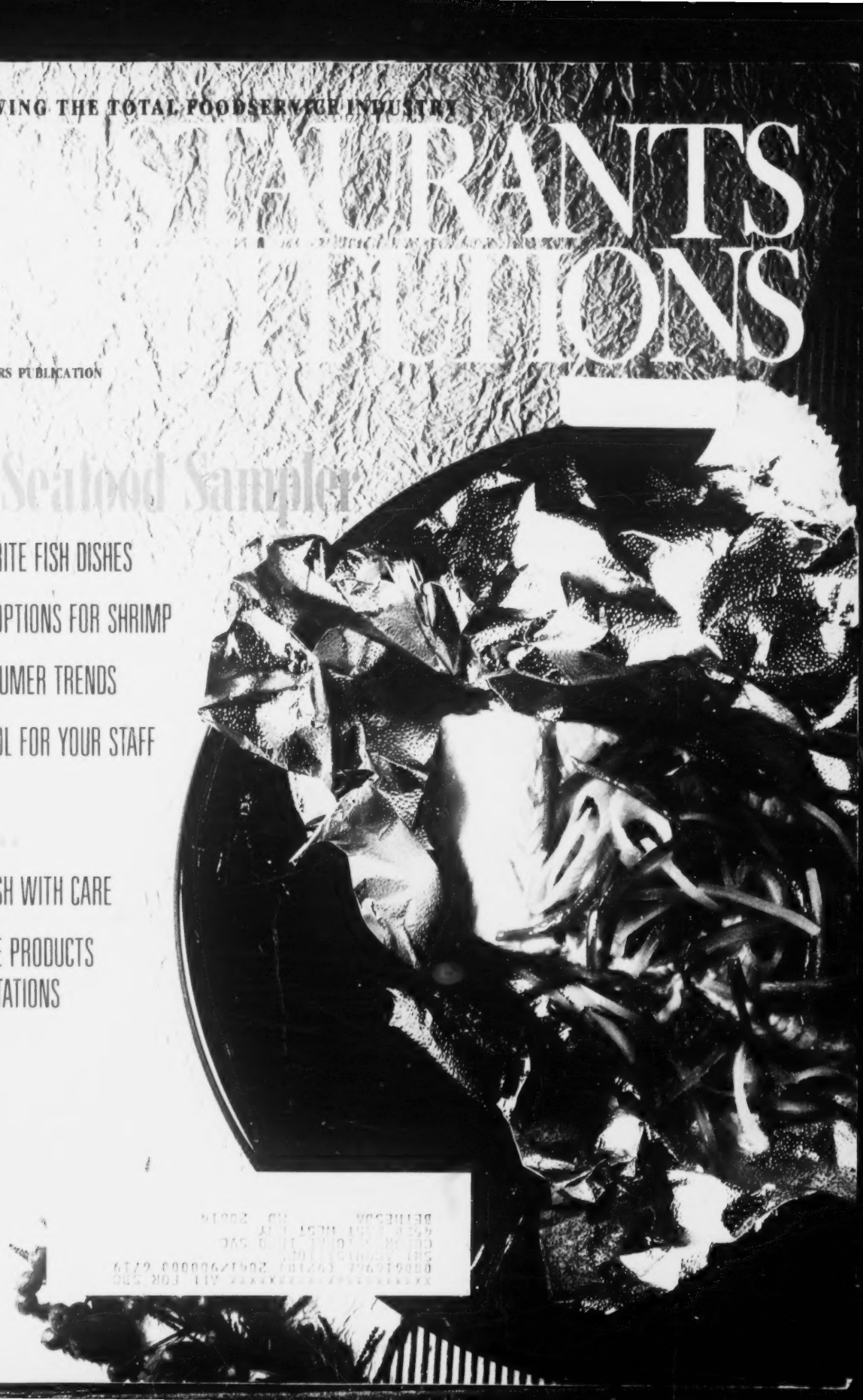
A FISH SCHOOL FOR YOUR STAFF

Plus...

HANDLING FISH WITH CARE

CONVENIENCE PRODUCTS AND PRESENTATIONS

RECIPES



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Big 4's chain-to-be, Gill's Grill, offers grilled seafood, chicken and salad to upscale mall customers. Story, page 12.

Chains are rolling new beef programs.

A Cut Above

Add Minneapolis-based **Country Kitchen** to the list of chains rolling out new beef programs.

Already, **Charlie Brown's**, **Sizzler** and **O'Charley's** have upgraded their beef offerings. Now 245-unit Country Kitchen says it will expand its beef line to include rib eye and strip steak, as well as ribs. The chain currently offers only T-bone and butt steak.

The price for the new beef items, which will hit restaurants this summer, is about $11.

Since switching from choice beef to Certified Angus Beef last summer, Charlie Brown's executives say beef orders have increased about 10%. —R.C.

Penne and Then Some Change at Pantana

Seattle-based Restaurants Unlimited is working the kinks out of the menu at its new concept, Pantana, opened in its hometown late in November.

Pantana is a pasta, salad and wood-burning-oven pizza restaurant that the company is developing as an expansion vehicle. The goal of the changes is to make the menu more comfort- and value-oriented.

Clever entree names have given way to more descriptive titles; for example, "Penne for Your Thoughts" is now "Tomato & Gorgonzola Penne." The restaurant has added starter salads—small versions of existing salads at about half the price. In addition, it has dropped the prices of a few trendy pizzas and bolstered its offering of traditional pizzas, adding pepperoni, sausage and mushroom varieties. To make Pantana's expansive offering of pizzas less intimidating, the restaurant divided the list into three groups on the menu: traditional, no-cheese, and Pantana originals. —R.C.

HOT POTATOES

When asked to choose their favorite side dish, 40% of consumers pick potatoes.

Potatoes	40%
Green salad	12
Broccoli	11
Bread	9
Vegetables, misc.	9
Rice	8
Corn	7
Green beans	6
Peas	3

Source: The Gallup Organization, November 1991

Vegging in Texas

Austin-based Schlotzsky's says sales of its new vegetarian sandwich are outstripping those of its popular roast beef sandwich in Houston stores.

The vegetarian sandwich is part of a revamped menu the chain will introduce systemwide this year.

Included on the new menu are 15 overstuffed sandwiches, five varieties of 8-inch pizzas and four salads. Entree prices range from about $2.69 for a small sandwich to $6.99 for a large original muffuletta.

Schlotzsky's tested a new line of pizzas for about two years. Priced at $3 to $3.50, they carry an average food cost of less than 18% of sales, while the chain's original sandwiches boast food costs under 17%. The addition of the pizzas to the menu requires franchisees to add a small pizza oven at a cost of about $1,500 per unit. —R.C.

Subway Plans Spring, Summer Promotions

Milford, Conn.-based Subway will promote its 6-inch Cold Cut Combo and a new low price—$1.49—beginning in March.

New thinner meat slices drop the 6-inch Cold Cut Combo by one-half ounce, to 2.5 ounces, and cut food costs, based on the $1.49 price, to about 34% from 40%.

Subway's summer campaign (June 1 through Aug. 31) will depart from price promotion and spotlight the chain's new sliced roast chicken sandwich. Price-point advertising will exist only as a local option, but the chain's new entry-level price, $1.49, will remain in store windows systemwide.

Subway's winter advertising featured a 6-inch hot meatball sub for $1.69. The chain says it has expanded its test of 79-cent, 4-inch round sandwiches to more than 525 restaurants. —R.C.

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Institutions Edition: "Contents," p. 6, Paul O. Boisvert. "Chefs Take to Kitchens," p. 19, Paul O. Boisvert; p. 22, Joe Glick. "Hospital Rehab," p. 27, 28, Michael Hollingworth.

The Menu: "Perfect Seafood," p. 38, 39, Vuksanovich Inc.; p. 42, Sugar Association; p. 47, Alaska Seafood Marketing Institute/Washington State Potato Commission. "New Options for Shrimp," p. 59, Ocean Garden Products Inc.; p. 60, Eric Futran; p. 66, Florida Department of Natural Resources.

The Customer: "Fishing for Answers," p. 81, Kikkoman International Inc.; p. 86, Eric Futran.

The Kitchen: "Taking Care of Fishes," p. 93, Vuksanovich Inc.; p. 94, Warren Jagger.

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